

REMARKS

This is in response to the office action dated July 11, 2003. Claims 1-16 are pending in the application. Claims 1-16 have been rejected. Claims 1, 7, 12-15 have been amended. It is noted that claims 14 and 15 have been amended only to recite new dependencies. Applicants traverse these rejections. New claims 17-25 have been added.

CLAIM REJECTIONS - 35 U.S.C. § 103

Claims 1-16 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Rubstein et al. (U.S. Publication No. US 2003/0061566 A1; the "Rubstein reference") in view of Ogilvie et al. (U.S. Patent No. 6,324,569 B1; the "Ogilvie reference"). Applicants traverse these rejections.

Claim 1 is directed to creating a single executable file for use in providing a presentation to a user. The presentation includes multiple slides such as one would see during a Microsoft PowerPoint® presentation. As recited in claim 1 in combination with its other limitations, a first slide is associated with first multimedia data (e.g., video, audio data, etc.) such that the first multimedia data is presented to the user based upon when the first slide is displayed to the user. Claim 1 also recites that a second slide in the presentation is associated with second multimedia data, such that the second multimedia data is presented to the user based upon when the second slide is displayed to the user. Different multimedia data is presented for different slides of the presentation.

The multimedia data and slide display data are packaged in a single executable file. As recited in claim 1, the single executable file includes executable code, as well as the other items recited in claim 1 (e.g., destination information and a clean-up program)

for use in providing a presentation to the user. This is significantly different than what is disclosed in the cited references. The Rubstein reference is directed to animated greeting cards. The greeting cards disclosed therein do not teach, suggest or motivate (either alone or in combination with the other cited references) the packaging of different multimedia data that are associated with different slides and that are to be presented based upon when a particular slide is presented to a user. For example, the Rubstein reference discloses:

"In addition, an appropriate message for chosen codes that contain instant prizes is added to the digital files. The message may be structured and configured such that when the user execute or open [sic] the file, the message would pop-up. The message may include media content for graphics and/or audio presentations. For example, for a grand prize winning code, the message may be accompanied with fanfare that would say, 'You are the winner ... '." (the Rubstein reference section [0057]).

The Rubstein reference discloses a message popping up when a file is executed. The reference does not teach, suggest or motivate this occurring based upon display of a particular presentation slide, let alone the presenting of first and second multimedia data based respectively upon the displaying of first and second presentation slides (as recited in claim 1 in combination with its other limitations).

Accordingly, the Rubstein reference (whether considered alone or in combination with the other cited references) does not render claim 1 obvious, and claim 1 is allowable. Claims 2-11 depend from claim 1, and thus are allowable as well. In combination with their other respective limitations, claims 12-25 are directed to a packaged file for use in providing a presentation to a user, wherein the first and second multimedia data are presented based respectively upon the displaying of first and second presentation display data. Accordingly, the Rubstein reference (whether considered

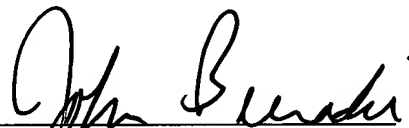
alone or in combination with the other cited references) does not render these claims obvious, and claims 12-25 are allowable.

CONCLUSION

For the foregoing reasons, Applicants respectfully submit that claims 1-25 are allowable. Therefore, the Examiner is respectfully requested to pass this case to issuance.

Respectfully submitted,

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